

## DATES AND WEEKS OF RECOGNITION

0625

(May 1997)

The following dates and weeks designate occasions of special recognition within the department:

**March 7**  
**California Arbor Day**

California Arbor Day celebrates the birthday of horticulturist Luther Burbank.

**April 22**  
**National Arbor Day**

National Arbor Day celebrates the birthday of Arbor Day founder J. Sterling Morton. (Note: the USDA Forest Service celebrates Arbor Day on the last Friday in April, but some people celebrate December 22 as National Arbor Day.)

**2nd Week of May Wildland Fire Prevention Week**

First honored in 1986 as a public awareness campaign to focus greater public attention on wildland fire prevention as a result of the disastrous fires of 1985, Wildland Prevention Week is usually scheduled the second week of May as a [Governor's Proclamation](#).

**August 9 Smokey Bear's Birthday**

Smokey Bear is the most famous public service advertising symbol in history. It all started during World War II when the wartime Advertising Council launched the Cooperative Fire Prevention Campaign (CFFP) in 1942 to preserve needed resources for the war effort. In 1944, the advertising campaign began spreading the word of fire prevention. A bear, along with other animals, often appeared on the posters. Rudolph Wendelin of the USDA Forest Service was the artist that created the Smokey we recognize today. The image of Smokey was 6 years old when firefighters discovered a bear cub in a tree, a victim of a human-caused fire in New Mexico's Lincoln National Forest in 1950. He became the living symbol of Smokey Bear and resided in the National Zoo in Washington, D.C. When Smokey died in 1977, he was buried in New Mexico. Another bear has since assumed the role of Smokey Bear.

**August 20 Fallen Firefighters Day**

Fallen Firefighters Day, when CAL FIRE recognizes those who have lost their lives in the performance of firefighting duties, began in 1983.

**October 9 National Fire Prevention**

National Fire Prevention Week celebrated the week of Sunday through Saturday which encompasses October 9, commemorates the date of the Great Chicago Fire.

Other important events with random dates include:

- Fire Season - Open and Close
- Burning Restrictions/Smoking Bans - Imposed and Lifted
- Year End Statistics and Reports

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